

Report for: INFORMATION



Contains Confidential or Exempt Information	NO - Part I
Title	Conservation Area Appraisal: Maidenhead Town Centre
Responsible Officer(s)	Russell O'Keefe, Strategic Director of Corporate & Community Services
Contact officer, job title and phone number	Chris Hilton Director of Planning, Development and Regeneration 01628 685949
Member reporting	Councillor Derek Wilson
For Consideration By	Planning and Housing Overview and Scrutiny
Date to be Considered	14 July 2016
Implementation Date if Not Called In	Immediately
Affected Wards	Oldfield

REPORT SUMMARY

1. This report summarises the Planning Manager's recommendation to approve the amended draft Maidenhead Town Centre Conservation Area Appraisal following public consultation for use in planning decisions

If recommendations are adopted, how will residents benefit?

Benefits to residents and reasons why they will benefit	Dates by which residents can expect to notice a difference
1. Adopting the amended appraisal would strengthen the powers of the conservation area. Ultimately this will benefit, not only the residents of the areas concerns, but also residents across the Borough as the appropriate protection of the historic environment will raise the overall quality of the places in which people live, work and play.	July 2016 onwards

1. DETAILS OF RECOMMENDATIONS

RECOMMENDATION: That Planning and House Overview and Scrutiny:

i. Consider that the Planning Manager is minded to approve the amended draft Maidenhead Town Centre Conservation Area Appraisal following public consultation

2. REASON FOR RECOMMENDATION AND OPTIONS CONSIDERED

2.1 It is a statutory duty of local planning authorities (LPAs) to formulate and publish proposals for the preservation and enhancement of parts of their area which are conservation areas. This having taken place and the document amended to reflect comments made it is appropriate to approve the appraisal for use in planning decisions.

2.2

Option	Comments
Do not adopt the amended appraisal following public consultation	This is not recommended as the previous appraisal document is now out of date and does not reflect the existing understanding of the character and appearance of the conservation area.
Adopt the amended document	This is recommended as it provides an up to date appraisal of the character and appearance of the conservation area developed in accordance with up to date guidance and practice.

3 KEY IMPLICATIONS

Defined Outcomes	Unmet	Met	Exceeded	Significantly Exceeded	Date they should be delivered by
No. of revised Conservation Area Appraisals completed	<1	2	3	>3	August 2016

3.1 There is an existing conservation area appraisal for Maidenhead town centre which was prepared in 1995. This is now considered out of date and the draft appraisal put forward here is up to date.

3.2 Section 69(2) of the 1990 Act place a continuing duty on local planning authorities to consider from time to time whether they should designate new conservation areas or revise existing ones. General guidance from Historic England is that appraisals should be reviewed every 5 years. Officers are seeking to ensure that all appraisals are updated. There is a target to do two revised appraisals per year. Two were done in 2015 for Inner Windsor and Clarence Road/Trinity Place.

- 3.3 The key changes from the existing appraisal to the revised appraisal one is that the information and assessment on the character and appearance of the area is updated and the objectives of the management plan have been updated.

4. FINANCIAL DETAILS

Financial impact on the budget

- 4.1 There are no financial implications from this decision. As no boundary change is proposed there is no requirement to place this information in the London Gazette and one newspaper circulating within the area of the local planning authority.

	2015/16	2016/17	2017/18
	Revenue £'000	Revenue £'000	Revenue £'000
Addition	£0	£0	£0
Reduction	£0	£0	£0

	2015/16	2016/17	2017/18
	Capital £'000	Capital £'000	Capital £'000
Addition	£0	£0	£0
Reduction	£0	£0	£0

5. LEGAL IMPLICATIONS

- 5.1 Under the Planning (Listed Buildings and Conservation Areas) Act 1990 the Council has a duty to formulate and publish proposals for the preservation and enhancement of conservation areas.

6. VALUE FOR MONEY

- 6.1 By producing informed documents that set out the special character and significance of places the Council is providing important guidance to those seeking to make changes as well as simply to inform residents, owners, businesses as to the value of these special places in the most economic, efficient and effective manner.

7. SUSTAINABILITY IMPACT APPRAISAL

- 7.1 Not applicable.

8. RISK MANAGEMENT

Risks	Uncontrolled Risk	Controls	Controlled Risk
That conservation areas are ill-defined and	High	Completion of detailed appraisals, with	Low

Risks	Uncontrolled Risk	Controls	Controlled Risk
insufficiently protected		consultation and adoption by the Council	

9. LINKS TO STRATEGIC OBJECTIVES

9.1 The revised adopted appraisal will be residents first by improving the environment and economy of the area. It is value for money by investing in the future.

10. EQUALITIES, HUMAN RIGHTS AND COMMUNITY COHESION

10.1 An EQIA screening was carried out in February prior to public consultation. No issues were raised.

11. STAFFING/WORKFORCE AND ACCOMMODATION IMPLICATIONS

11.1 No implications.

12. PROPERTY AND ASSETS

12.1 No implications.

13. ANY OTHER IMPLICATIONS

13.1 No other implications.

14. CONSULTATION

14.1 A 6-week public consultation was held between Friday 29th April 2016 and Monday 13th June 2016 for the new Maidenhead Town Centre Conservation Area Appraisal and documents were available online and at Maidenhead library. One drop-in event was held on Wednesday 11th May 2016.

14.2 Consultations were sent to statutory consultee and local groups, including those with a particular interest in the historic environment and the character and appearance of the area. Consultations to other RBWM Council departments were also sent out. A full list of consultees is available upon request.

14.3 Overall, turnout to the events was very low and response rates to the consultation was medium (total event turnout <5 people, 18 written responses).

14.4 The main issues raised in relation to the Maidenhead Town Centre Conservation Area Appraisal were:

- Value of the Town Hall and Library and their inclusion in the CA
- The impact of new development on setting of CA
- Historic associations in the TC should be included in appraisal
- Former Gardeners Arms pub, possibly oldest in Maidenhead, is outside CA
- Importance of the green space around the Town Hall that should be included in the CA

- 14.5 Following planned and consented developments a further appraisal of the conservation area and its boundary is likely to be necessary.
- 14.6 All comments received have been duly considered. Where appropriate the appraisal document will reflect those consultation comments.
- 14.7 The consultation raised concern about the lack of extension of the conservation area boundary to include the Town Hall and the Grade II listed library. These high quality buildings represent the best of civic architecture set within pleasant grounds that provide a clear explanation of the progression of the town in the 20th century. However, it is not considered appropriate to amend the boundary to include these buildings as they have a different character to that of the High Street and Queen Street.
- 14.8 Comments were also received from Historic England concerned about the lack of clarity and detail about what the significance of the conservation area is, in recognised terms. The document has been revised to include such an assessment.
- 14.9 Numerous consultation responses sought to highlight the high levels of development planned in Maidenhead Town Centre over the coming years including the York Road Opportunity Area, the West Street Opportunity Area and the permitted "Landing" scheme. It is agreed that the appraisal should refer to these developments and acknowledge that there are potential impacts likely on the setting and significance of the conservation area. The document has been amended to reflect this.

15. TIMETABLE FOR IMPLEMENTATION

Date	Details
July 2016	Borough Planning Manager adopts appraisal for use in planning decisions

16. APPENDICES

- Appendix A full consultation report
- Appendix B Final Draft Maidenhead Town Centre Conservation Area Appraisal including maps

17. BACKGROUND INFORMATION

17.1 None.

18. CONSULTATION (MANDATORY)

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
Internal				

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
Cllr Wilson	Lead Member for Planning			
Russell O'Keefe	Strategic Director Corporate and Community Services			
Robert Stubbs	Head of Finance			

REPORT HISTORY

Decision type:	Urgency item?
For information	Not urgent.

Full name of report author	Job title	Full contact no:
Rachel Fletcher	Senior Conservation Officer	01628 685 674

Stages in the life of the report (not all will apply)	Date to complete
1. Officer writes report (in consultation with Lead Member)	
2. Report goes for review to head of service or DMT	
3. To specialist departments: eg, legal, finance, HR (in parallel)	
4. To lead member	
5. To CMT	
6. To the leader	
7. To overview or scrutiny, if a cabinet report	
8. To cabinet	

REPORT ALTERATION TRACKING

To enable tracking of changes to this report please use the following colour coding when altering the report

Document author	Red
Head of Service	Blue
Finance / Procurement / Legal	Green
Director	Orange
Cabinet Policy Officer/Lead Member/ Councillors	Purple

REPORT ALTERATION TRACKING

Name	Date	Text Colour used for changes	Pages changed